

downloading into the computer a digital content file of the merchant, the digital content file including a header with information related to purchasing a digital content product and the digital content product in encoded form; and

using the computer for reading the downloaded header and displaying at least some of the information related to purchasing the digital content product while concurrently downloading the encoded digital content product into the computer.

2. A method as recited in claim 1, further comprising inputting a request to purchase the digital content product into the computer, outputting from the computer the request to purchase to a broker computer, receiving at the computer from the broker computer a key for decoding the encoded digital content product in response to the request to purchase, and using the key at the computer to decode the encoded digital content product to create a decoded digital content product while concurrently displaying the decoded digital content product.

4. A method for using a computer by a broker to encrypt digital content product files of a merchant that are hosted at a merchant web site, the method comprising the steps of:

inputting into the computer an identification of the digital content product files designated for encryption together with the web site location of the digital content product files and information required to access the digital content product files;

via the computer, connecting to the web site and accessing and encrypting the digital content product files designated for encryption; and

storing the encrypted digital content product files at the web site.

7. A method for distributing from a first computer digital content products for purchase, the method comprising the steps of:

encrypting a first digital content product file;

statically storing the encrypted first digital content product file at the first computer;

storing a second digital content product file in unencrypted form at the first

computer; and

inputting a request into the first computer for downloading from the first computer to a second computer at least one of the encrypted first digital content product file and the second digital content product file;

wherein at times when the request is for the encrypted first digital content product file downloading the encrypted first digital content file to the second computer, and at times when the request is for the second digital content product file dynamically encrypting the second digital content product file and sending the second digital content product file in encrypted form to the second computer while maintaining the storing of the second digital content product file in unencrypted form at the first computer.

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